



News Release

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Parking survey: Downtown likes Luke

RIVERSIDE, Calif. – A city straw poll about downtown parking indicates that Riversiders favor the option-laden Luke system over the traditional “bullhead” meter.

On six separate occasions in February and March, people were asked to register a vote about their preference either onto a paper form or onto a laptop. A display of the two machines with a full report of their abilities and demonstrations were available at all six occasions. Fifty-four percent of the 229 responses for this question voted for the Luke machine as the next generation of downtown parking meter. The bullhead meter garnered 36 percent of the vote.

Furthermore, 177 voted that they would be willing to pay for downtown parking for any or all of the following reasons: as a means to regulate use of a scarce commodity; to pay for downtown improvement; or to raise funds for new parking facilities. Eighty-five voted “no” to any payment for parking.

“Paid parking is always an issue, however, this survey will help us design a system to better serve downtown businesses and their customers,” said Ward 1 Councilman Mike Gardner.

Participants in the poll included downtown business owners, residents and employees, as well as shoppers and diners who frequent downtown.

The data will be discussed at the next Downtown Parking Committee meeting, April 10, at City Hall.

The Luke has already been chosen by the city to replace the obsolete meters at the Justice Center in May, where residents can watch it in action.

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